

**RECEIVED
CENTRAL FAX CENTER**

JUL 12 2007

COOPER & DUNHAM LLP.

ATTORNEYS AT LAW

1185 AVENUE OF THE AMERICAS, NEW YORK, NEW YORK 10036
TELEPHONE: (212) 278-0400CHRISTOPHER C. DUNHAM
NORMAN H. EVIN
JOHN F. WHITE
ROBERT B. G. HONOWITZ
ERIC D. KIRSCH
GARY J. GERBMAN
WENDY E. MILLER
ROBERT T. MALDONADO
MARIA V. MARUCCI
JEFFREY C. SHICH
TONIA A. SAYOUR
ASHOK G. CHANDHA
LISA E. HORWITZIVAN S. KAVRUKOV
PETER D. MURRAY
WILLIAM C. MELTON
ROBERT G. KATZ
PAUL TENG
PETER J. PHILLIPS
MICHAEL S. MILNER
RICHARD F. JAWORSKI
AUDE GERSPACHER
BRIAN J. AMOS
GREGORY J. CARRO
JOSEPH A. SHERINSKY
TIMOTHY R. DYMFACSIMILE: (212) 391-0525
(212) 391-0526
(212) 391-0630
(212) 391-0631
(212) 827-0247SCIENTIFIC ADVISOR
JAMES R. MAJOR, D. PHIL.
AMANDA L. WILLIS, PH.D.FOUNDED 1887
www.cooperdunham.com

*NEW YORK STATE BAR ADMISSION PENDING

FACSIMILE TRANSMISSION**PLEASE DELIVER THE FOLLOWING PAGES**TO : United States Patent and Trademark Office
ATTN.: Examiner Matthew S. Gart, Group Art Unit 3625
FAX NO.: (571) 273-8300
FROM : Paul Teng OUR DOCKET NO.: 2271/63926
DATE : July 12, 2007TOTAL NUMBER OF PAGES, INCLUDING COVER SHEET: 15* IF YOU DO NOT RECEIVE ALL THE PAGES, PLEASE CALL BACK AS SOON AS
POSSIBLE TO (212) 278-0400.**MESSAGE**In connection with Serial No. 09/760,864:
Amendment in Response to April 27, 2007 Office Action.Due Date: July 27, 2007THE INFORMATION CONTAINED IN THIS FACSIMILE TRANSMISSION IS INTENDED
SOLELY FOR THE PERSONAL AND CONFIDENTIAL USE OF THE DESIGNATED
RECIPIENT(S) NAMED ABOVE. THIS TRANSMISSION MAY BE AN ATTORNEY-CLIENT
COMMUNICATION CONTAINING INFORMATION THAT IS PRIVILEGED AND CONFIDENTIAL.
IF THE READER OF THIS MESSAGE IS NOT A DESIGNATED RECIPIENT OR AN AGENT
RESPONSIBLE FOR DELIVERING IT TO A DESIGNATED RECIPIENT, YOU ARE HEREBY
NOTIFIED THAT YOU HAVE RECEIVED THIS DOCUMENT IN ERROR, AND THAT ANY
REVIEW, DISTRIBUTION, OR COPYING OF THIS MESSAGE IS STRICTLY PROHIBITED.
IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, OR IF UPON READING THIS
DOCUMENT YOU HAVE REASON TO BELIEVE THAT THE DOCUMENT WAS INADVERTENTLY
SENT TO YOU, PLEASE NOTIFY US IMMEDIATELY BY COLLECT TELEPHONE CALL AND
RETURN THE ORIGINAL MESSAGE TO US BY MAIL. THANK YOU.

**RECEIVED
CENTRAL FAX CENTER**

JUL 12 2007

Dkt. 2271/63926

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application of: Mika PARTAIN et al.

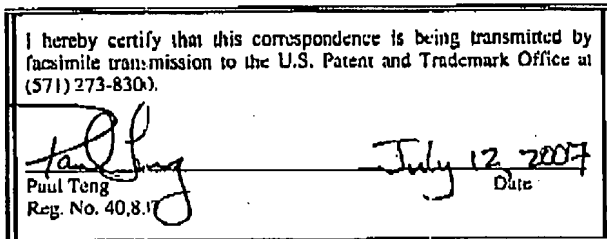
Serial No.: 09/760,864

Group Art Unit: 3625

Date Filed: January 16, 2001

Examiner: Mathew S. Gart

For: **INTERACTIVE PROMOTION OF PRODUCT SALES IN INTERNET SALES
TRANSACTIONS**



1185 Avenue of the Americas
New York, N.Y. 10036
(212) 278-0400

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

AMENDMENT

Sir:

This Amendment is submitted in response to the Office Action dated April 27, 2007 in connection with the above-identified application.

Amendments to the Claims are reflected in the **Listing of Claims** section which begins on page 2.

Rernarks begin on page 10 of this paper.